



Fruits & Veggies—More Matters™ Background

More than 90% of Americans do not eat the recommended servings of fruits and vegetables. This despite research showing that more than half of adult consumers know they need to eat five or more servings of fruits and vegetables per day. The new **Fruits & Veggies—More Matters** campaign is designed to address this consumption gap. **Fruits & Veggies—More Matters**, which will kick-off in March, will replace the 5 A Day program. This new nationwide call-to-action is easy to do and easy to understand. The message is simply to eat more fruits and veggies at every eating occasion.

To meet the new dietary guidelines, most consumers will have to more than double the amount of fruits and vegetables they consume. This change required a new consumer message. **Fruits & Veggies—More Matters** will build on the 5 A Day successes, encouraging and supporting consumers to eat more fruits and vegetables. **Fruits & Veggies—More Matters** will continue to showcase the great taste, nutrition, variety, and assorted product forms – fresh, frozen, canned, dried and 100% juice. It also will build upon the body of science that indicates increasing daily consumption of fruits and vegetables may help prevent many chronic diseases.

This new national *call-to-action* was carefully researched and developed. It included extensive qualitative and quantitative research among more than 1,000 consumers, including women, men, teens and children. Formative research also included in-depth analyses of existing programs focused on healthy eating, as well as detailed interviews with public health and industry leaders, audience specialists and nutrition and health experts. The visual identity of **Fruits & Veggies—More Matters** was evaluated by a wide variety of consumers of varying ethnicities, incomes, ages and places of residence. They described the campaign's look and feel as strong, positive, communicating energy and demonstrating the bountiful varieties available.

The development of **Fruits & Veggies—More Matters** was led by Produce for Better Health Foundation (PBH) in partnership with the Centers for Disease Control and Prevention (CDC). Other partners include the American Cancer Society, American Diabetes Association, American Heart Association, California Department of Health Services, National Alliance for Nutrition & Activity, National Cancer Institute, National Council of Fruit & Vegetable Nutrition Coordinators, Produce Marketing Association, United Fresh Produce Association and the U.S. Department of Agriculture.

The mission of these partners is to deliver a positive, consistent and clear message through an integrated framework of marketing and education focused on changing consumers' behavior over the long term. The March 2007 kick-off will be supported by a



new consumer website, www.fruitsandveggiesmorematters.org offering recipes, serving ideas and shopping advice for busy moms and dads. It also includes activities and tips for getting children to try the different varieties of fruits and veggies. Parents and caregivers will have the opportunity to share their own easy and fun serving ideas by submitting them online. **Fruits & Veggies—More Matters** focuses on helping Americans overcome common everyday barriers to eating fruits and veggies such as differing tastes within a family, not knowing how to prepare them or keep them fresh, or simply not liking them.

Outreach and education components of **Fruits & Veggies—More Matters** will also be provided by public health Fruit & Vegetable Nutrition Coordinators. These Coordinators, along with the campaign's many industry and public health partners, will lead state-wide efforts to encourage more fruit and vegetable consumption. Consumers also will see the **Fruits & Veggies—More Matters** brand in retail settings and on approved products.
